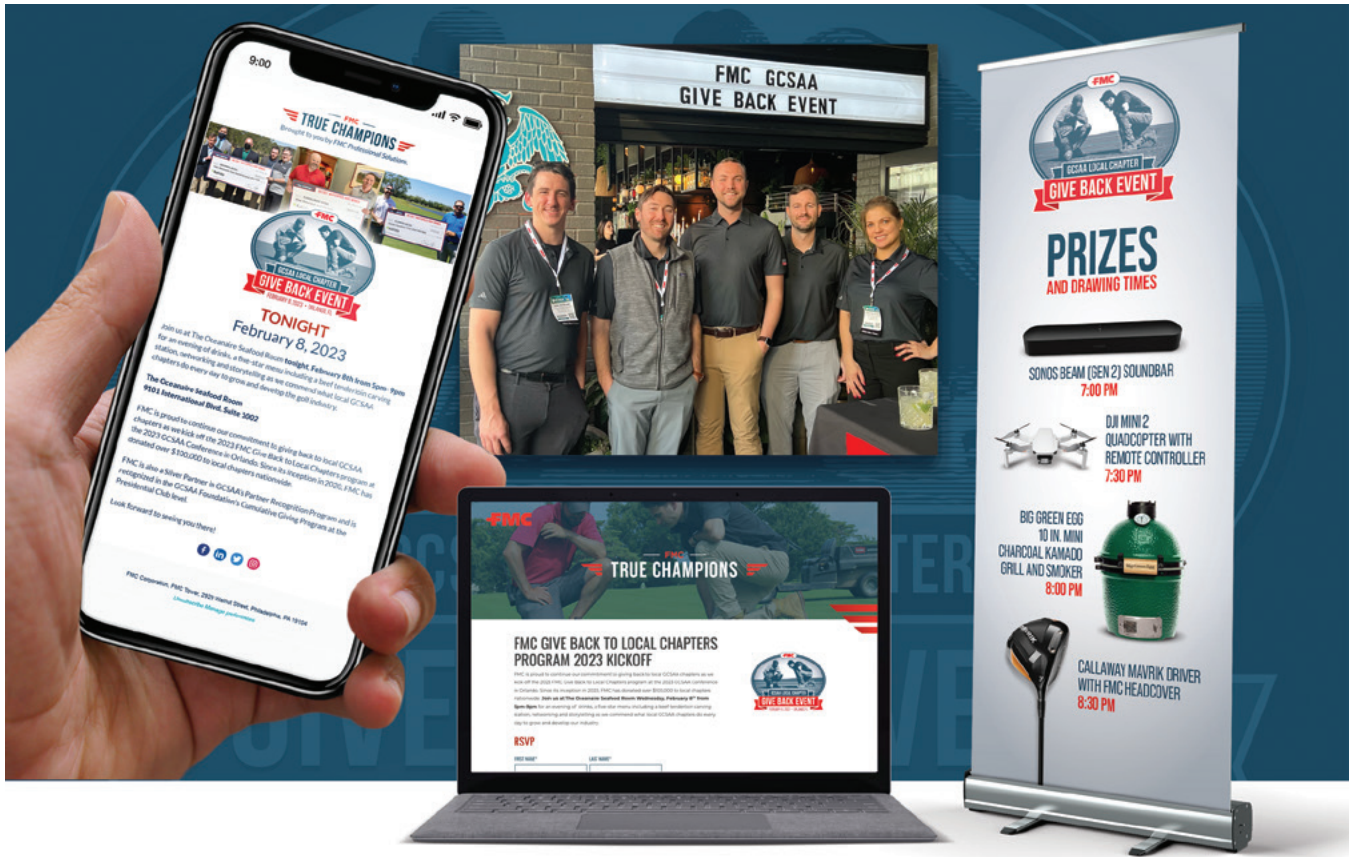


# Good Times and Good Will

## Celebrating a client's philanthropy through a special event



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### Company | FMC

#### The Goal

As proud contributors to the golf industry, FMC developed the FMC True Champions Give Back program where a portion of sales proceeds from qualified FMC products would be donated to local Golf Course Superintendents Association of America (GCSAA) chapters. To celebrate the existing donation status and draw more attention to the program, FMC hosted an offsite event during the GCSAA annual tradeshow and conference and enlisted LePoidevin's help with planning and promoting the evening.

#### The Execution

Using an in-depth understanding of the golf industry and GCSAA as an organization, LePoidevin developed an overall "Give Back" theme for the event, which was then used to create invitations, emails and on-site signage. The team also coordinated giveaways to be raffled off during the event.

#### The Results

Turnout exceeded client expectations, and both awareness of and participation in the Give Back program grew as a result of the event.